



We Need A New Web Site!
Doing Your Web Redesign Right

Introduction

- **Michael Weiss – CEO Imagistic**
 - Internet Marketing and Services Company
 - 10 Years experience developing Web sites for Non-Profits



Plan for your next site Re-design

- The Development Process
- Budget
- Assessing Vendors
- Q/A
- Resources



The Development Process: RFP

- How do I get started...
 - Start by “looking in”.
 - What do you really need?
 - Talk to your people!
 - Out of this document comes an RFP
- RFP Selection Process
 - Get a short list of firms
 - Request “solutions”
 - You’ll have your own criteria – select a firm that’s fits your needs....



The Development Process: Discovery

- Discovery
 - Do it all again....
 - You've missed something.
 - Not a 500 page document
- The deliverable: The Statement of Work
 - Details the BREADTH of the scope.
 - Top Level needs and priorities
 - Parking Lot
 - Paperwork.
 - No Pretty Pictures yet.



Development Process: Functional Spec.

- Details the DEPTH
- Defines the “what” is going to be built
- Identifies the audience
- Identifies each piece of functionality
- Wire Frames, Content Inventory



The Development Process: IA

- THE most important step in web site design
- Don't skip this step!
- Wireframes are not a site map
- Wireframes are not hand-drawn.
- Sign off on the wire frames – your designer will love you



The Development Process: IA

News - LP

imagicistic
Target Resolution: 1024 x 768

Policy Makers | Press | Supporters

Ligon | Register | Enter Text | Search

Our Work | News | Publications | Multimedia | Donate | About Us | Language

News

News Releases
Special Features
Background Briefings
Op-ed
Promo

Breaking News Banner
(as needed)

Chad: Charge or Release Political Detainees (04/19/08)
Indonesia: Free Peaceful Protesters in Papua (04/19/08)
Burma: "Off the Radar" (04/19/08)
Central African Republic: Chadian Army Attacks, Burns Border Villages (04/19/08)
China: Threaten Detainees at Serious Risk of Torture and Mistreatment (04/19/08)
UN: Ensure Trial Human Rights C (04/19/08)
China: Trial of Leading Activist a Sham (04/19/08)
Pakistan: "Cementing Democracy" (04/19/08)

Action Center

This area is a call to action, e.g. news letter sign-up, donate, send a letter etc. It could be dynamic based on page content.

HRW in the Media
(Media Spotlight)

Most Popular | Most Searched

- Roger Cohen: Beyond America's Original Sin
- Paul Krugman: Partying Like It's 1929
- Transcript: Barack Obama's Speech on Race
- Public Health Risk Seen as Parents Reject Vaccines
- An Agent, a Green Card, and a Demand for Sex

Featured Item

News, Special Feature, MM, Report or other...
Duis autem vel eum irine dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan.

Media Spotlight - A better use might be "HRW in the Media"

Video
Newest Video

Gallery
Newest Images

Audio/Podcast
Newest Audio

Forum Question

Tibet | Burma | Uganda | Sudan

Ongoing Crisis

More News

Multimedia

Your mock-up shows a more link. Currently, there is no page. More can link to it if this content is important, then perhaps there needs to be an area called Ongoing Crisis.

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Region: Tabbed - LP

imagicistic
Target Resolution: 1024 x 768

Policy Makers | Press | Supporters

Ligon | Register | Enter Text | Search

Home | Our Work | News | Publications | Multimedia | Donate | About Us | Language

Region

Issues
Regions
Countries
Advocacy
Success Stories
Experts
Methodology

Learn about our work in different areas of the World. Click a region on the map to see content related to that region. Click a tab below to see the latest news releases, reports, letters and briefing papers and more.

Action Center

This area is a call to action, e.g. news letter sign-up, donate, send a letter etc. It could be dynamic based on page content.

Promo

Africa | **Americas** | Asia | Europe/Central Asia | Middle East/N. Africa | United States

Colombia Trade Accord
April 24, 2008 - Commentary
Published in The New York Times
It is not yet time for Congress to ratify the United States-Colombia Free Trade Agreement.

Costa Rica: Tum. Mario Uribe Over to Colombia
April 22, 2008 - Press Release
President's Cousin Allegedly Tied to Death Squads
Also available in Spanish

Colombia: Court Extends Benefits to Same-Sex Couples
April 16, 2008 - Press Release
Same-Sex Partnerships Entitled to Health and Pension Benefits
Also available in Spanish

UN: Mixed Results for New Review Process
April 16, 2008 - Press Release
States Avoid Serious Discussion of Rights in Algeria, Tunisia
Also available in Arabic

Mexico: Rights Commission Distorts HRW Report
April 17, 2008 - Press Release
Officials Should Address Deficiencies, Not Defend Them
Also available in Spanish

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Also available in Spanish

The region map element can be carried to the Region list page.

Deploy the 5 most recent by region.

View All America's Content

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The Development Process: Design

- Now come the pretty pictures
- By far the most emotional and difficult phase
- The people who said “I don’t care about this” suddenly do
- Keep the cooks in the kitchen to a small group



The Development Process: Development

- The longest phase of the project
- What do you during this phase?
- Your role is to be available for reviews, questions and a little QA



Managing Your WebSite: What Now?

You Redesigned And All You Got Was The T-Shirt

- What Did You Get?
- What Have You Signed Up For?
- One Rant Is Not A Blog
- Guess How Long Till You Get To Do It Again?



This isn't Poker. It's a Partnership

- **Sample Development Budgets**
 - Shoestring: up to \$2,500
 - Small: \$2,500 to \$25,000
 - Medium: \$25,000 to \$50,000
 - Large: \$50,000 to \$100,000
 - Time is money. These projects take time.
 - Negotiate rates but hours are hours. Compare apples to apples
 - \$20 an hour to \$200 an hour.



Do I Need A Vendor?

Chances are the answer is “Yes!”

- What is the Vendor’s Process / Methodology?
- Change orders / Scope management
- Project Team breakdown
- Expectations – yours and theirs
- Experience (with non-profits)
- Specific Answers for Specific problems
- Sense of Trust / Honesty / Fit



Mike's Top 10 Never Do This....

10. Never think this going to take 4 weeks
9. Never think you can do this alone
8. Never skip the IA Phase
7. Never do this without an RFP
6. Never send the RFP to more than 5 firms
5. Never choose a vendor based on price alone
4. Never ask your IT Manager to manage this process this alone
3. Never start without a budget in mind
2. Never start this process without key stakeholders involved
1. Never hire your boss' nephew



Some Examples of "Before and After" Sites

FIRST 5 LA
Champions For Our Children
Calendar | Help

Welcome
First 5 LA is dedicated to improving the lives of young children and families throughout Los Angeles County. We invite you to explore the site and visit often!

ABOUT US **COMMUNITY**
FUNDING **OUR PROJECTS**

First 5 LA
750 North Alameda Street, Suite 300
Los Angeles, CA 90012
Phone: 213-482-5902
Fax: 213-482-5903
→ MAP

First 5 LA - Proud Co-Sponsor of Upcoming Conferences

7th Annual March of Dimes Health Professional Conference: Preventing Prematurity, Birth Defects and Infant Mortality - Strategies for Improvement, Preconception to Neonatal
January 10-12, 2007

2020 Vision: The Program for Infant/Toddler Care (PITC) 20th Anniversary Symposium in Los Angeles!
March 2, 2007

Program for infant toddler care
Celebrating 20 Years

News & Announcements
Monday Morning Report
Weekly E-Newsletter
Subscribe Now!
Printer-Friendly Archive

Open Requests
First 5 LA has issued a Request for Proposals for the Families, Friends, and Neighbors (FFN) Training and Mentoring Project for Child Care Providers, a component of the Early Care and Education Workforce Development Initiative. [More info](#)

Research Partnerships
[First published WMC Research Brief](#)

Policy Roundtables: Homeless Families in Skid Row
[See all reports](#)

Publications
[First 5 LA 2004-2005 Annual Report](#)

[Metamorphosis Collaborative Research Reports](#)

→ [READ MORE](#)

FOX 11
First 5 LA "Good Beginnings" Archived Segments
Over 17 weeks from June through September 2006, First 5 LA and KTTV Fox 11 Los Angeles co-produced "Good Beginnings", a series of news and interview segments covering health, safety and early education issues for parents and caregivers of children from prenatal through age 5. Featured on various Fox 11 newscasts as well as "Good Day LA", the series told personal stories and offered a wealth of helpful tips. Browse our story archive to read them all.
→ [READ MORE](#)

Watch "A Place of Our Own" and "Los Niños en Su Casa"
Informative and entertaining news television airing on KCET Channel 28.

A Place of Our Own
Monday - Friday 1:30 PM and 4:30 PM
Saturday 10:00 AM
Sunday 12:00 PM

Los Niños en Su Casa
Lunes a viernes 6:00 AM y 1:00 PM
Sábado y domingo 6:00 AM
→ [READ MORE](#)

FIRST 5 LA
Champions For Our Children

About Us | Get Involved | News | Commission | En Español | Subscribe

Search

Programs | Community Impact | Policy & Advocacy | Research | Partnerships | Resources

Parents & Caregivers Start Here:

Help Them Learn
Keep Them Healthy
Keep Them Safe

First 5 LA
For every important first, we're here to help.

Replay | En Español

GRANTEE INFORMATION
Search our Grantee Directory and locate forms, reports and other documents. [Go >>](#)

FUNDING CENTER
Join the First 5 LA Family. Find new funding opportunities and review our funding guidelines. [Go >>](#)

2006/07 ANNUAL REPORT
First 5 California's Annual Report is available to download. [Go >>](#)

Calendar
Meetings and events for the First 5 LA community.

Commission Meeting
May 8, 2008
Open to the public the monthly First 5 LA commission meeting will be held in the Multi Purpose Room of the First 5 building located at Union Station in Downtown L.A from 1:30pm to 4:30pm.

The Impact of Migration: Working with Latino Immigrant Families
May 16, 2008
This event will provide an overview of the experience of immigrant families with a particular focus on families with young children.

Resource Fair
May 17, 2008
This is a free community resource fair, with entertainment, free food, arts & crafts for kids and many community agencies represented.

Facilitating Breastfeeding with Karen Gromada
May 19, 2008
This event is presented by the Breastfeeding Taskforce of Greater Los Angeles and is hosted by UCLA Medical Center.

PAC/LAC Annual Conference - Quality of Life for Families XII: Improving the Outcomes of Pregnancy
May 29, 2008
Featured will be new and emerging clinical practice standards as well as an opportunity to discuss health-related issues affecting the perinatal community.

[View Full Calendar](#)

Spotlight
Notable people, policies, publications and more.

Crenshaw Kids Get New Park
More than 400 volunteers and prominent community leaders swarmed the Crenshaw/Hyde Park area on March 19th to build a park in one day. Hear participant interviews and see how this powerful group converted a vacant lot into an interactive park.

Garfield Adult School Celebrates Spring
Last week Garfield Adult School's Family Literacy program celebrated spring with a picnic lunch and Easter egg hunt. Watch our short video and learn how program families benefit.


Health Disparities Forum Seeks Solutions
As health disparities in minority communities continue to increase, policy makers and health care advocates are trying to find solutions. Find out what has been done recently to help close the gap.

Grantee Profile: North Valley Caring Services Plants Seeds of Change
Relatives make up more than half of those caring for our children when parents are away at work. Learn how North Valley Caring Services is reaching care-giving family members with child development information.

Evie's Desk: "A Place of Our Own" Message Boards
Community is an essential part of raising a child. When my daughters were young, I traded information with other mothers about child care, diaper rash, and several other things that I struggled with or knew something about...

[View All](#)

Some Examples of "Before and After" Sites



about | research | publications | resources

Southern Juvenile Defender Center

at the Southern Poverty Law Center

PO Box 2087
Montgomery, AL
36104
334-956-8200


The Southern Juvenile Defender Center (SJDC) is dedicated to building the juvenile defense bar's capacity to provide high quality representation to children in the Deep South - Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, and South Carolina.

Recently added:

- [Louisiana Juvenile Defender Trial Practice Manual](#)
- [Alabama County Disposition Sheets](#)

Alabama
Florida
Georgia
Louisiana
Mississippi
North Carolina
South Carolina

Delinquency Notebook
2006 edition from NJDC



Southern Juvenile Defender Center
at the Southern Poverty Law Center

Login


Search Our Site

ALABAMA FLORIDA **GEORGIA** LOUISIANA MISSISSIPPI NORTH CAROLINA SOUTH CAROLINA

Welcome Title

The Southern Juvenile Defender Center (SJDC) is dedicated to building the juvenile defense bar's capacity to provide high quality representation to children in the Deep South - Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, and South Carolina.

[More About Juvenile Defender](#) →



Most Recent Resources

- **Client Discussion Checklist (PDF)** (North Carolina)
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque volutpat bibendum elit. Pellentesque auctor, turpis tincidunt aliquam auctor, diam libero.
- **Form letter to parent regarding detention of child (PDF)** (South Carolina)
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque volutpat bibendum elit. Pellentesque auctor, turpis tincidunt aliquam auctor, diam libero.
- **Form letter to client advising how to successfully complete probation (PDF)** (Regional)
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque volutpat bibendum elit. Pellentesque auctor, turpis tincidunt aliquam auctor, diam libero.
- **Statement by Department of Juvenile Justice about Rights of Youth in Custody (PDF)** (Mississippi)
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque volutpat.
- **Representing the Whole Child: A Juvenile Defender Training Manual (PDF)** (Mississippi)
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque volutpat.

[View all available Resources >](#)

Recent News

- Regional or States News Title (2/13/2007)
- Regional or States News Title (2/13/2007)
- Regional or States News Title (2/13/2007)
- Regional or States News Title (2/13/2007)

[See all recent news articles >](#)

Recent Events

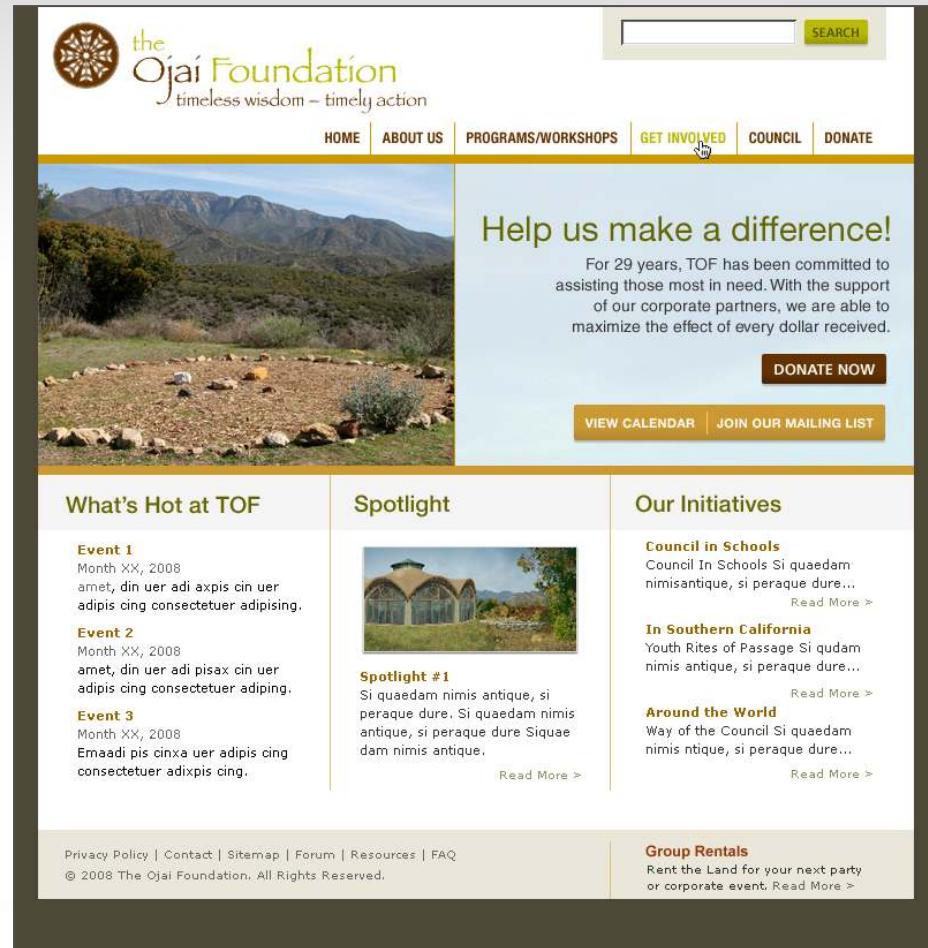
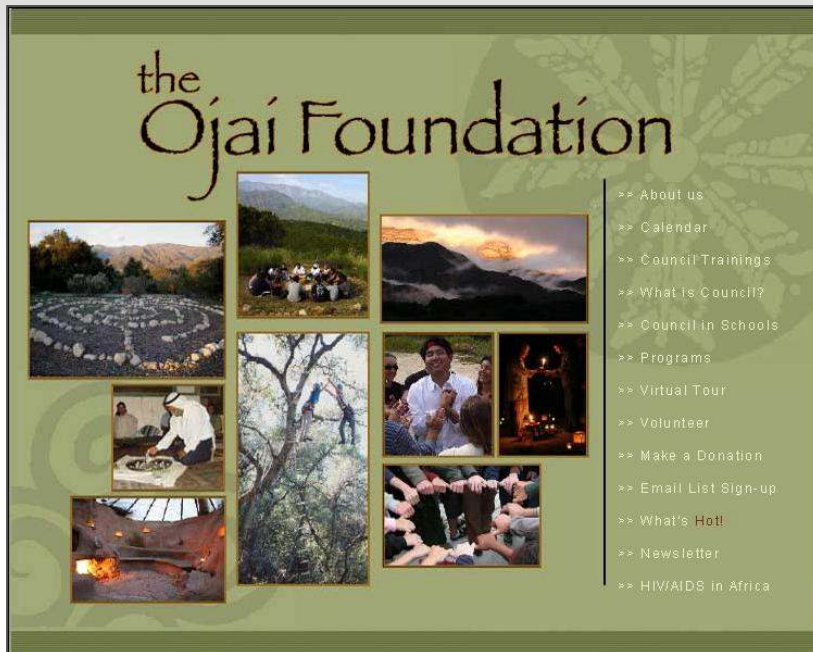
- Regional or States News Title (2/13/2007)
- Regional or States News Title (2/13/2007)

[View all Events >](#)

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Some Examples of "Before and After" Sites



You Have Questions... come on you know you do.

Michael Weiss

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